

Amendments to the Claims

Please amend Claim(s) 23-28 and 34-55. Please add new Claim(s) 56-91. The Claim Listing below will replace all prior versions of the claims in the application:

Claim Listing

Claims 1-16. (Canceled)

17. (Withdrawn) A system comprising, having a user requesting director assistance, having said system use this request to select advertisement from an advertising database, retrieving said advertisement and playing said advertisement for said user.

18. (Withdrawn) A system of the type claimed in claim 17 further characterized in that the selection criteria is based on Standard Industry Codes.

19. (Withdrawn) A system of the type claimed in claim 17 further characterized in that the selection criteria is based on the User's geographical location.

20. (Withdrawn) A system of the type claimed in claim 17 further characterized in that the selection criteria is based on the User's phone number.

21. (Withdrawn) A system for the type claimed in claim 17 further characterized in that advertisements are stored in a memory means.

22. (Withdrawn) A system of the typed claimed in claim 17 further characterized in that user is requesting toll services.

23. (Currently Amended) A method comprising:

~~having a user requesting directory assistance for a selected number by a user, the selected number being is-associated with a specific type-~~ provider of goods or services,

~~having said system use using this- the selected number for the specific provider of goods or services request to automatically select an-a selected~~ advertisement from an advertising database,

presenting the selected advertisement to said user,

asking said user if they want to be connected to an advertised provider ~~in-~~ associated with said selected advertisement, and if said user agrees

connecting said user to said advertised provider if said user agrees to be connected to the advertised provider and

~~if said user does not agree providing said user with their selected number if said user does not agree to be connected to the advertised provider,~~

~~wherein the selected advertisement is associated with the specific type of goods or services.~~

24. (Currently Amended) ~~A-~~ The system method of the type claimed in claim 23, further characterized in that wherein the selection criteria is based on Standard Industry Codes.

25. (Currently Amended) ~~A-~~ The system method of the type claimed in claim 23, further characterized in that wherein the selection criteria is based on the ~~User's~~ user's geographical location.

26. (Currently Amended) ~~A-~~ The system method of the type claimed in claim 23, further characterized in that wherein the selection criteria is based on the ~~User's~~ user's phone number.

27. (Currently Amended) ~~A-~~ The system method of the type claimed in claim 23, further characterized in that wherein advertisements are stored in a memory means.

28. (Currently Amended) A- ~~The system method of the type claimed in claim 23, further characterized in that~~ wherein the user is requesting toll services.

29. (Withdrawn) A system comprising; A telephone network connecting a user with the system; Said system having a processing means and a memory means; Said memory means containing a plurality of advertisements; having a user requesting directory assistance for a selected number, having said system use this request and the location of the user to have said processing means select an advertisement from an advertising database, retrieving said advertisement and playing said advertisement for said user, asking said user if they want to be connected to the company in said advertisement, if said user agrees connecting said user to said company, if said user does not agree connect said user their selected number.

30. (Withdrawn) A system of the type claimed in claim 29 further characterized in that the selection criteria is based on Standard Industry Codes.

31. (Withdrawn) A system of the type claimed in claim 29 further characterized in that the selection criteria is based on the User's phone number.

32. (Withdrawn) A system of the type claimed in claim 29 further characterized in that advertisements are stored in a memory means.

33. (Withdrawn) A system of the type claimed in claim 29 further characterized in that user is requesting toll services.

34. (Currently Amended) A method for providing directory assistance information in a telecommunication network, the network comprising a customer station and a call processing station, the method comprising ~~the steps of:~~

at the customer station,

(a) dialing a telephone number used for accessing the call processing station;  
 (b) setting up a call connection from the customer station to the call processing station;

(c) providing a request for information relating to a telephone number for a specific provider of goods or services;

at the call processing station,

(d) receiving the request for information from the customer station;

(e) examining the request for information to identify a subject matter area associated therewith with the specific provider of goods or services;

(f) automatically selecting an advertisement categorized within the associated subject matter area associated with the specific goods or services;

(g) receiving the selected advertisement from a stored media; and

forwarding the selected advertisement to the customer station; and

at the customer station,

(h) receiving the selected advertisement.

35. (Currently Amended) A- The method as in of claim 34, wherein step (e) further comprises comprising:

querying a database to determine the selected advertisement, the ~~step of~~ querying using as at least one query parameter from the ~~step of~~ examining the request for information.

36. (Currently Amended) A- The method as in of claim 35, wherein the query parameter is a geographic location component of the specific provider of goods or services in the requested for information.

37. (Currently Amended) A- The method as in of claim 35, wherein the query parameter is a name of a business that is the specific provider of goods or services.

38. (Currently Amended) ~~A- The method as in~~ of claim 35, wherein the query parameter is a general type of business associated with the specific provider of goods or services specified in the request for information.

39. (Currently Amended) ~~A- The method as in~~ of claim 35, wherein the query parameter is a description of a product or service.

40. (Currently Amended) ~~A- The method as in~~ of claim 35, wherein the query parameter is a code associated with the request for information.

41. (Currently Amended) ~~A- The method as in~~ of claim 40, wherein the code is a Standard Industry Classification (SIC) code.

42. (Currently Amended) ~~A- The method as in~~ of claim 34, ~~additionally further~~ comprising a step of:

(i)-causing the advertisement to be played to the customer station in an audible form.

43. (Currently Amended) ~~A- The method as in~~ of claim 34, ~~additionally further~~ comprising a step of:

(i)-causing the advertisement to be played to the customer station in a visual form.

44. (Currently Amended) ~~A- The method as in~~ of claim 34, ~~wherein step (f)~~ wherein the step of automatically selecting an advertisement further comprises ~~comprises a step of~~ ing:

automatically selecting ~~an~~ the advertisement based on an additional criteria including at least one of geographic location for the customer station or a telephone number for the customer station.

45. (Currently Amended) ~~A- The method as in~~ of claim 34, ~~additionally further~~ comprising a step of:

(j)-providing access to a service associated with the selected advertisement.

46. (Currently Amended) ~~A-The method as in of claim 45, additionally further comprising a step of:~~

~~(j)-connecting the customer station to a telephone number associated with the selected advertisement.~~

47. (Currently Amended) ~~A-The method as in of claim 46 wherein step (j) is the connecting is performed only after an optionally step of prompting the user of the customer station to optionally select step (j).~~

48. (Currently Amended) ~~A-The method as in of claim 34, wherein step (f) additionally comprises the steps of further comprising:~~

~~querying a database to determine the selected advertisement, the querying step using an the associated subject matter area determined-identified from the request as at least one database query parameter.~~

49. (Currently Amended) ~~A-The method as in of claim 48, wherein the database query furthermore returns an optional intercept parameter associated with the selected advertisement, wherein the optional intercept parameter is used to determine whether the user of the customer station is to be prompted to request access to a service associated with the advertisement.~~

50. (Currently Amended) ~~A-The method as in of claim 34, wherein step (f) additionally comprises the step of further comprising:~~

~~querying a database to determine the selected advertisement, the querying step using an the associated subject matter area determined specified in from the request and a location associated with the customer station as database query parameters.~~

51. (Currently Amended) ~~A-The method as in of claim 34, additionally further comprising the step of:~~

~~———after step (h);~~

(k)-connecting the customer station to a telephone number associated ~~for~~with the specific provider associated with the original request for information.

52. (Currently Amended) ~~A~~The method as in of claim 51, wherein step ~~(k)~~ is the connecting is provided at reduced cost as compared to a standard cost for a request for directory information associated with a telecommunication service provider.

53. (Currently Amended) ~~A~~The method as in of claim 51, wherein step ~~(k)~~ the connecting is provided without cost to the user of the customer station.

54. (Currently Amended) ~~A~~The method as in of claim 35, wherein the query parameter is the telephone number associated with the specific provider associated with the request for information.

55. (Currently Amended) ~~A~~The method as in of claim 54, wherein the query parameter is in SIC code associated with the telephone number associated with the specific provider request.

56. (New) The method of claim 34 wherein the request for information relating to a telephone number for a specific provider of goods or services does not inherently determine the subject matter area.

57. (New) A machine-accessible medium containing instructions that, when executed, cause a machine to:

receive a request for information relating to a specific provider of goods or services from a customer station;

examine the request for information to identify a subject matter area associated with the specific provider of goods or services;

select an advertisement categorized within the subject matter area associated with the specific provider of goods or services automatically; and

receive the selected advertisement from a stored media and forward the selected advertisement to the customer station.

58. (New) The machine-accessible medium of claim 57, further containing instructions that, when executed, cause the machine to:

select an advertisement based on at least one of geographic location for the customer station and a telephone number for the customer station.

59. (New) The machine-accessible medium of claim 57, further containing instructions that, when executed, cause the machine to:

provide access to a service associated with the selected advertisement.

60. (New) The machine-accessible medium of claim 57, further containing instructions that, when executed, cause the machine to:

connect the customer station to a telephone number associated with the selected advertisement.

61. (New) The machine-accessible medium of claim 60, wherein the connect is performed only after an optional prompt of the user of the customer station.

62. (New) The machine-accessible medium of claim 60, wherein the connect is provided without cost to the user of the customer station.

63. (New) A system comprising:

a customer station including call connection circuitry; and

a call processing station that operates to receive a request for directory assistance information from the customer station, to examine the request for directory assistance information to identify a subject matter area associated with a specific provider of goods or services, to automatically select an advertisement categorized within the subject matter area and to selectively forward the selected advertisement to the customer station.



64. (New) The system of claim 63, the customer station further comprising:  
a user input device to obtain a telephone number used for accessing the call processing station;  
a transmitter that operates, to transmit the request for directory assistance information received from the user, wherein the call connection circuitry operates to set up a call connection from the customer station to the call processing station; and  
a first receiver that operates to receive the selected advertisement.
65. (New) The system of claim 63, the call processing station further comprising:  
a second receiver, that operates to receive the request for directory assistance information from the customer station; and  
a processor that operates to  
retrieve the selected advertisement from a stored media.
66. (New) The system of claim 63, further comprising:  
a database apparatus, that operates to process a query to determine the selected advertisement, the query having at least one query parameter derived from the request for directory assistance information.
67. (New) The system of claim 64, wherein the query parameter is a geographic location component of the specific provider of goods or services in the request for information.
68. (New) The system of claim 66, wherein the query parameter is a name of a business that is the specific provider of the goods or the services.
69. (New) The system of claim 66, wherein the query parameter is a description of a good or service.

70. (New) The system of claim 66, wherein the query parameter is a code associated with the request for directory assistance information.

71. (New) The system of claim 70, wherein the code is a Standard Industry Classification (SIC) code.

72. (New) The system of claim 63, further comprising:

an audio output device, that operates to cause the advertisement to be played to the customer station in an audible form.

73. (New) The system of claim 63, further comprising:

a visual output device, that operates to cause the advertisement to be displayed at the customer station.

74. (New) The system of claim 63, wherein the processor further automatically selects the advertisement based on a telephone number requested by the user.

75. (New) The system of claim 63, wherein the call processing station further provides access to a service associated with the selected advertisement.

76. (New) The system of claim 75, wherein the customer station is selectively connected to a telephone number associated with the selected advertisement.

77. (New) The system of claim 76 wherein the customer station is connected to the service provider associated with the selected advertisement only after prompting the user.

78. (New) The system of claim 63, wherein the database further determines the selected advertisement by using the associated subject matter area identified from the request for directory assistance information as at least one database query parameter.

79. (New) The system of claim 78, wherein the database query returns an optional intercept parameter associated with the selected advertisement, and the optional intercept parameter is used to determine whether the user of the customer station is to be prompted to request access to a service associated with the selected advertisement.

80. (New) The system of claim 63, wherein the database further determines the selected advertisement by using the associated subject matter area determined from the request for directory assistance information and a location associated with the customer station as database query parameters.

81. (New) The system of claim 63, wherein the customer station is selectively connected to a telephone number for the specific provider associated with the request for information.

82. (New) The system of claim 81, wherein the connection is provided at reduced cost as compared to a standard cost for a request for directory assistance information associated with a telecommunication service provider.

83. (New) The system of claim 81, wherein the connection is provided without cost to the user of the customer station.

84. (New) The system of claim 66, wherein the query parameter is the telephone number associated with the specific provider associated with the request for directory assistance information.

85. (New) The system of claim 84, wherein the query parameter is in SIC code associated with the telephone number associated with the specific provider.

86. (New) The system of claim 63, wherein the request for directory assistance information relating to a telephone number for the specific provider of the goods or the services does not inherently determine the subject matter area.

87. (New) The method of claim 23, further comprising:

providing said user with the selected number if said user does not agree to be connected to the advertised provider.

88. (New) An apparatus comprising:

a selection means, the selection means operates to select an advertisement from a plurality of advertisements to one of play and display on an external device;  
a memory coupled to the selection means, the memory to store the plurality of advertisements, wherein the advertisement is selected based on a toll free directory assistance request for a telephone number associated with a provider of one of goods and services, and the advertisement is targeted to one of the goods and the services.

89. (New) The apparatus of claim 88, wherein the telephone number is requested through directory assistance.

90. (New) The apparatus of claim 88, wherein a user chooses to one of listen and not to listen to the advertisement.

91. (New) The apparatus of claim 90, wherein the external device is one of a telephone, a cellular telephone, an Internet telephone and a handheld computer device.